**IT Applications**

**Onscreen design elements, p 233**

Onscreen solutions need to be carefully designed to create user-friendly onscreen productions.

From pg 234 complete the following in relation to the design elements to consider.

1. Proportion
   1. What is meant by the hierarchy of a page?

Hierarchy means a system in which things are ranked one above another in order of importance.

* 1. What factors affect the visual hierarchy of a screen?

The large bold heading, smaller bold subheadings and non-bold text will affect the visual hierarchy.

1. Orientation
   1. What does orientation refer to?

Orientation refers to direction and aspect of elements of an onscreen page. In designing the layout, the interface designer will consider all elements that are to be included on the screen, taking into account the visual hierarchy or prominence of various items.

* 1. List some typical considerations for orientation of screen elements.

The size of an onscreen page, object on the screen and the relationship between the different objects on the screen.

1. Clarity and consistency
   1. What does clarity refer to?

Clarity refers to how clearly the information on a screen is presented, and how well a user can distinguish between visual elements on the screen.

* 1. List characteristics of a clear screen.

The screen should not be so crowded with objects and features that the user finds it difficult to see the information they need. Choice of font styles and sizes contribute to clarity, as well as resolution of graphics.

* 1. What is meant by consistency?

Consistency refers to the use of similar, repeated or predictable features on a screen, so that the user can navigate the information without unnecessary confusion or error.

* 1. List elements that can be used to support the consistency of an onscreen document.

Using a similar layout for different pages of an onscreen product makes it easier for a user to understand where they are in a document or a website, and how to navigate further. Using same size and same style font for an onscreen product.

1. Colour and contrast
   1. What are the conventions for onscreen colours.

* The most easily readable colours for text are black writing on a white background.
* Avoid using red and green together, because colourblind people have difficulty distinguishing between them. Also blue and brown.
* Limit the variety of different colours on the screen.
* Light or pastel shades are the best choice for backgrounds. Avoid using bright, vivid colours except for an area of the screen you wish to emphasise.
* Blue is a standard colour for an unvisited hyperlink, changing to purple when visited.
  1. What is the role of whitespace in assisting the contrast in an onscreen product?

Whitespace will attract the eye. It also used around a chosen element of the page to draw the user’s eyes.

**Characteristics of onscreen solutions: efficient and effective user interfaces, p 238**

1. What is the user interface?

The user interface is the point at which a user interacts with an information system.

In addition to the design elements already considered high quality user interfaces need to consider the following:

1. Usability and accessibility
   1. What is meant by usability?

The required information is quickly found and the user is able to focus on the information they were looking for rather than the way they found it.

* 1. List some factors that contribute to increased usability.

Font selection, accessibility, navigation symbols, layouts, macros, software accessibility and appropriateness and relevance.

* 1. Which fonts are used for headings and body of document?

Usually we choice a sans serif font for headings. And we will usually be sufficient.

* 1. What is meant by accessibility?

It means how straightforward and clear that when use read the information on the pages.

* 1. List examples of conventional navigation symbols.

“?”, “!”

* 1. What other factors must interface designers consider?

The layout used on all information.

* 1. What are built in redundancies in an onscreen product?

Redundancy means building in extra items that are not strictly necessary for something to function, as a backup.

1. Appropriateness and relevance.
   1. What characteristics must an onscreen product have to meet the needs of its audience?

An onscreen product must meet the needs of the intended audience with appropriate information that is relevant to its purpose.

* 1. List items to avoid.

A user guide should be appropriate for its audience, and provide relevant information that a typical user would need to know.

**Characteristics of onscreen solutions: Characteristics of effective information architecture.**

1. What does information architecture refer to?

Information architecture of an onscreen solution refers to the way that the information is structured and the ways it can be navigated by a user.